

FIG. 1 is a block diagram of a system architecture. The system includes a central cloud labeled "INTERNET". Two "CONTENT SERVER" blocks are connected to the "INTERNET" cloud. Two user devices, each labeled "U", are also connected to the "INTERNET" cloud. A dashed line connects the two user devices. A "SHOSHKELE WEB SERVER" block is connected to the "INTERNET" cloud. A "DYNAMIC PAGE CONTENT GENERATOR" block is connected to the "SHOSHKELE WEB SERVER" block. A "DATABASE" block is connected to the "DYNAMIC PAGE CONTENT GENERATOR" block. A "USER MONITOR" block is connected to the "DATABASE" block. A dashed box labeled "20" encloses the "USER MONITOR" and "DATABASE" blocks. A dashed box labeled "30" encloses the "DYNAMIC PAGE CONTENT GENERATOR" and "DATABASE" blocks. A dashed box labeled "10" encloses the "USER MONITOR" and "SHOSHKELE WEB SERVER" blocks. A dashed box labeled "S" encloses the "USER MONITOR" and "DATABASE" blocks. A dashed box labeled "W" encloses the "SHOSHKELE WEB SERVER" and "DYNAMIC PAGE CONTENT GENERATOR" blocks. A dashed box labeled "C" encloses the two "CONTENT SERVER" blocks. A dashed box labeled "I" encloses the "INTERNET" cloud. A dashed box labeled "U" encloses the two user devices. A dashed box labeled "S" encloses the "USER MONITOR" and "DATABASE" blocks. A dashed box labeled "W" encloses the "SHOSHKELE WEB SERVER" and "DYNAMIC PAGE CONTENT GENERATOR" blocks. A dashed box labeled "C" encloses the two "CONTENT SERVER" blocks. A dashed box labeled "I" encloses the "INTERNET" cloud. A dashed box labeled "U" encloses the two user devices.

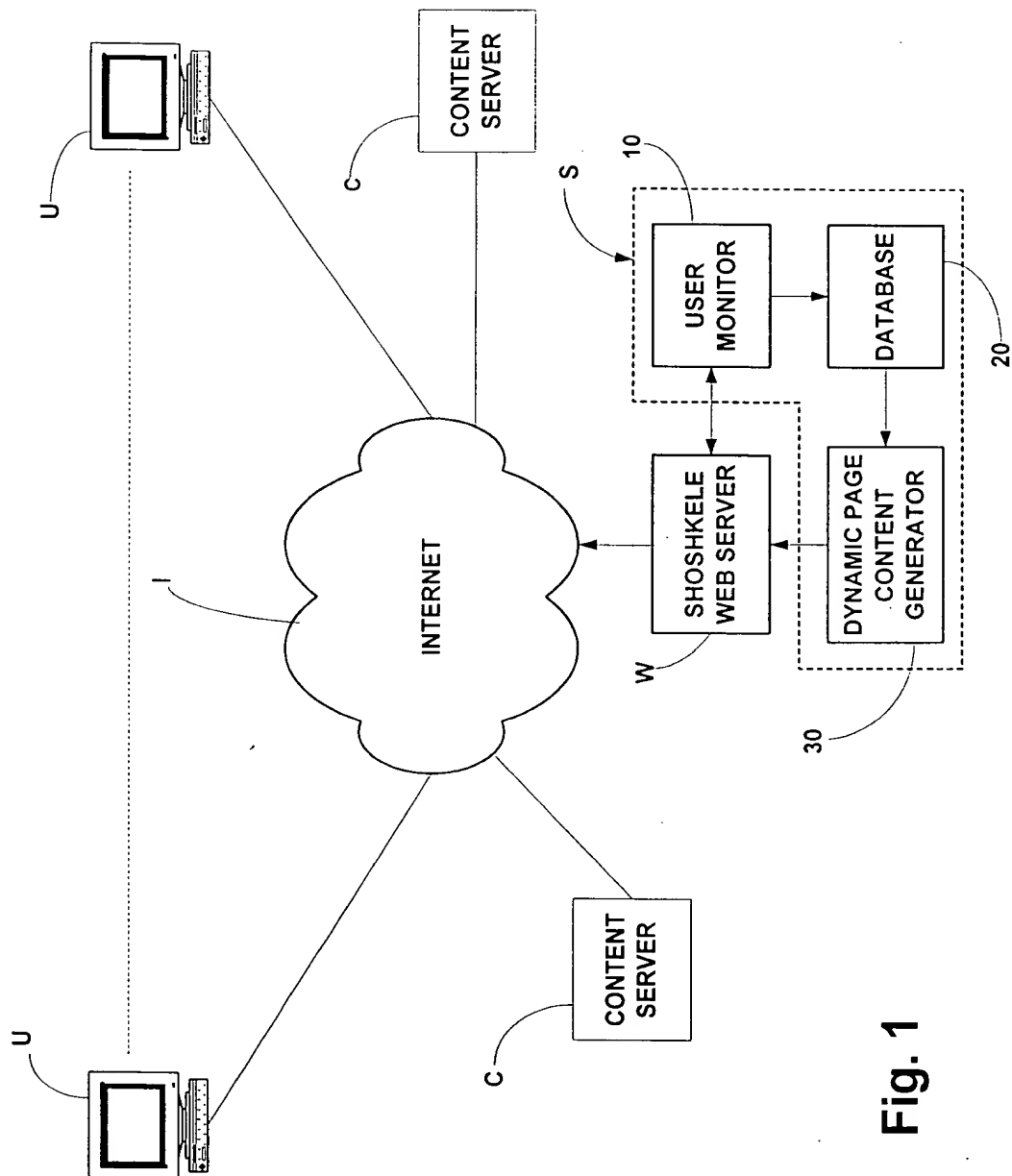


Fig. 1

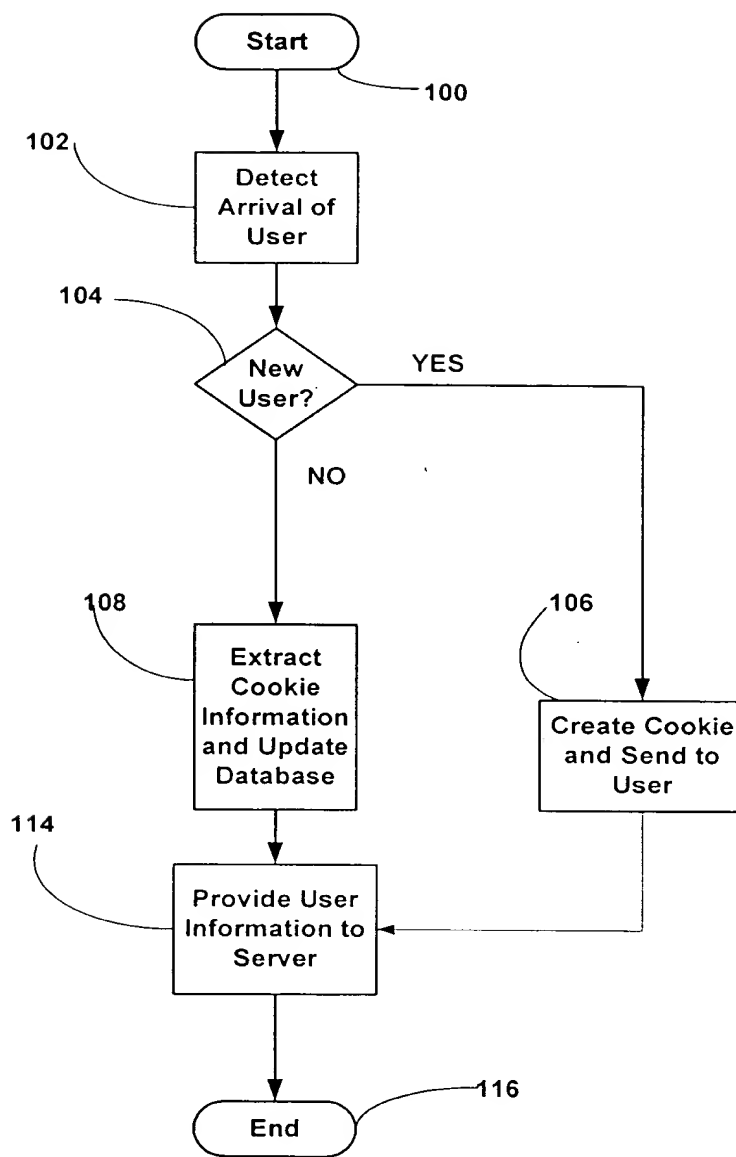


Fig. 2

Fig. 3

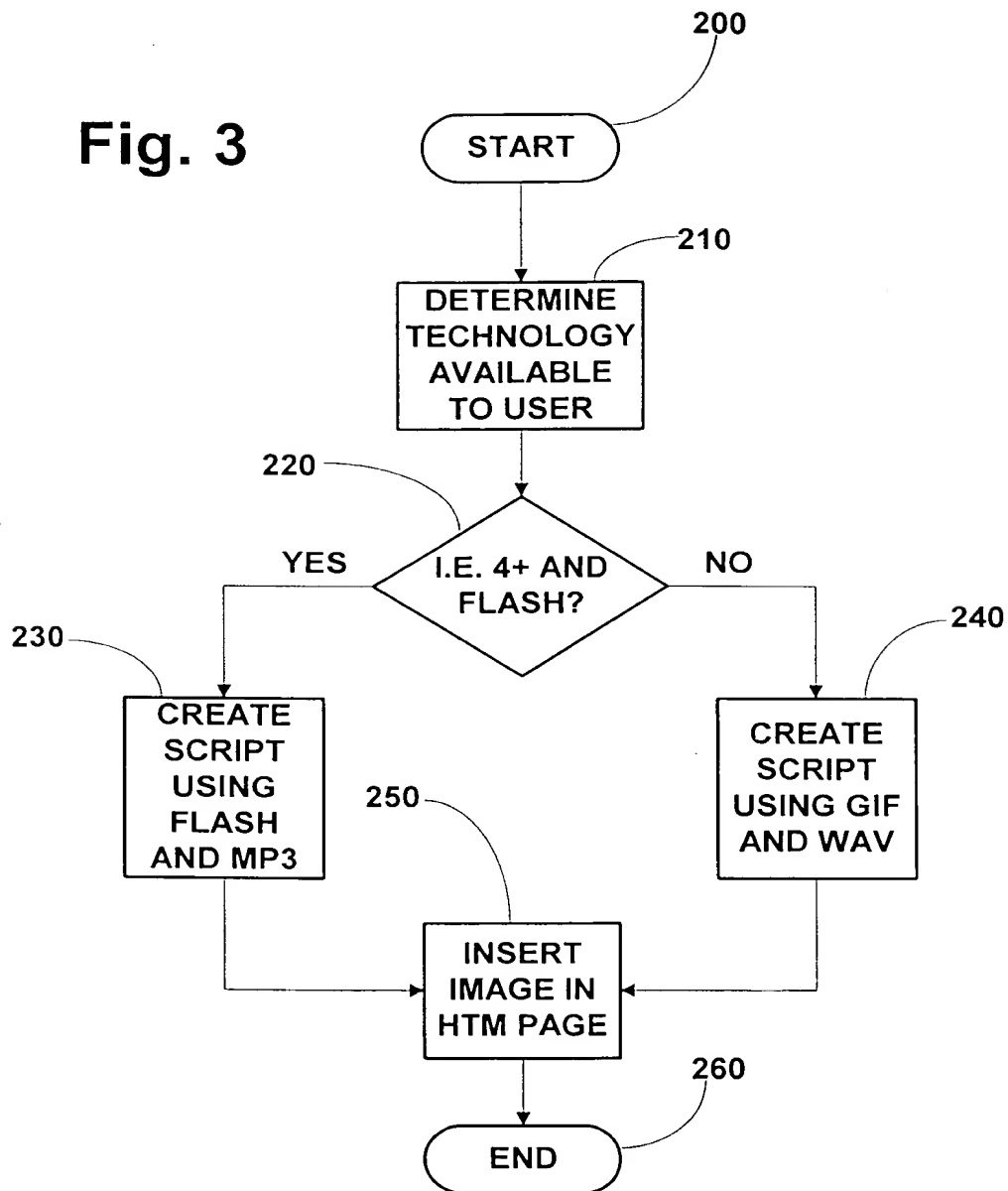
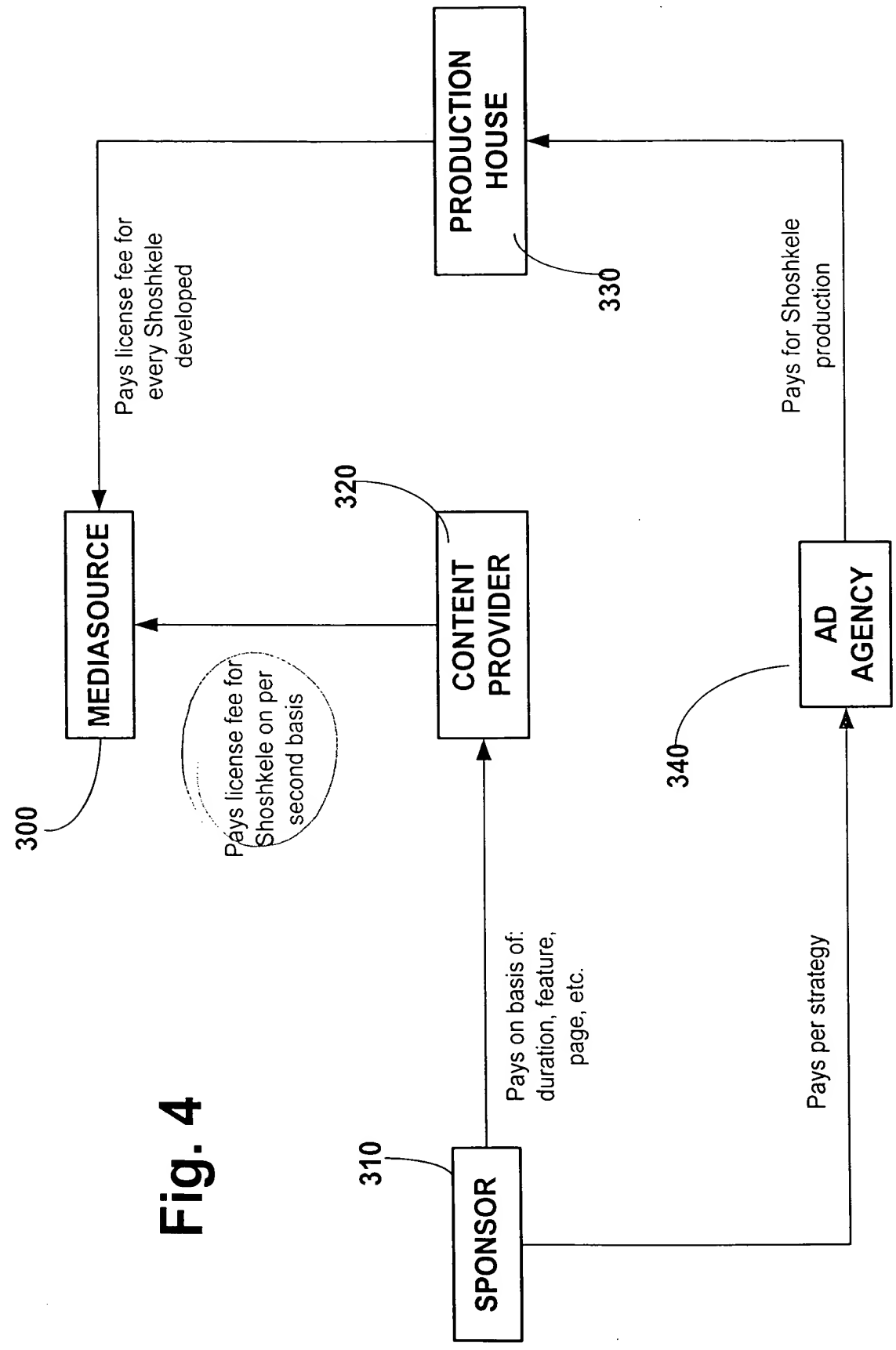


FIG. 4 is a block diagram of a system for providing content to a media source. The system includes a sponsor (310), a content provider (320), a media source (300), and a production house (330). The sponsor (310) pays the content provider (320) on the basis of duration, feature, page, etc. The content provider (320) pays the media source (300) a license fee on a per second basis. The media source (300) pays the production house (330) a license fee for every Shoshkele developed. The production house (330) pays the media source (300) for Shoshkele production. The production house (330) also pays the sponsor (310) per strategy.

Fig. 4



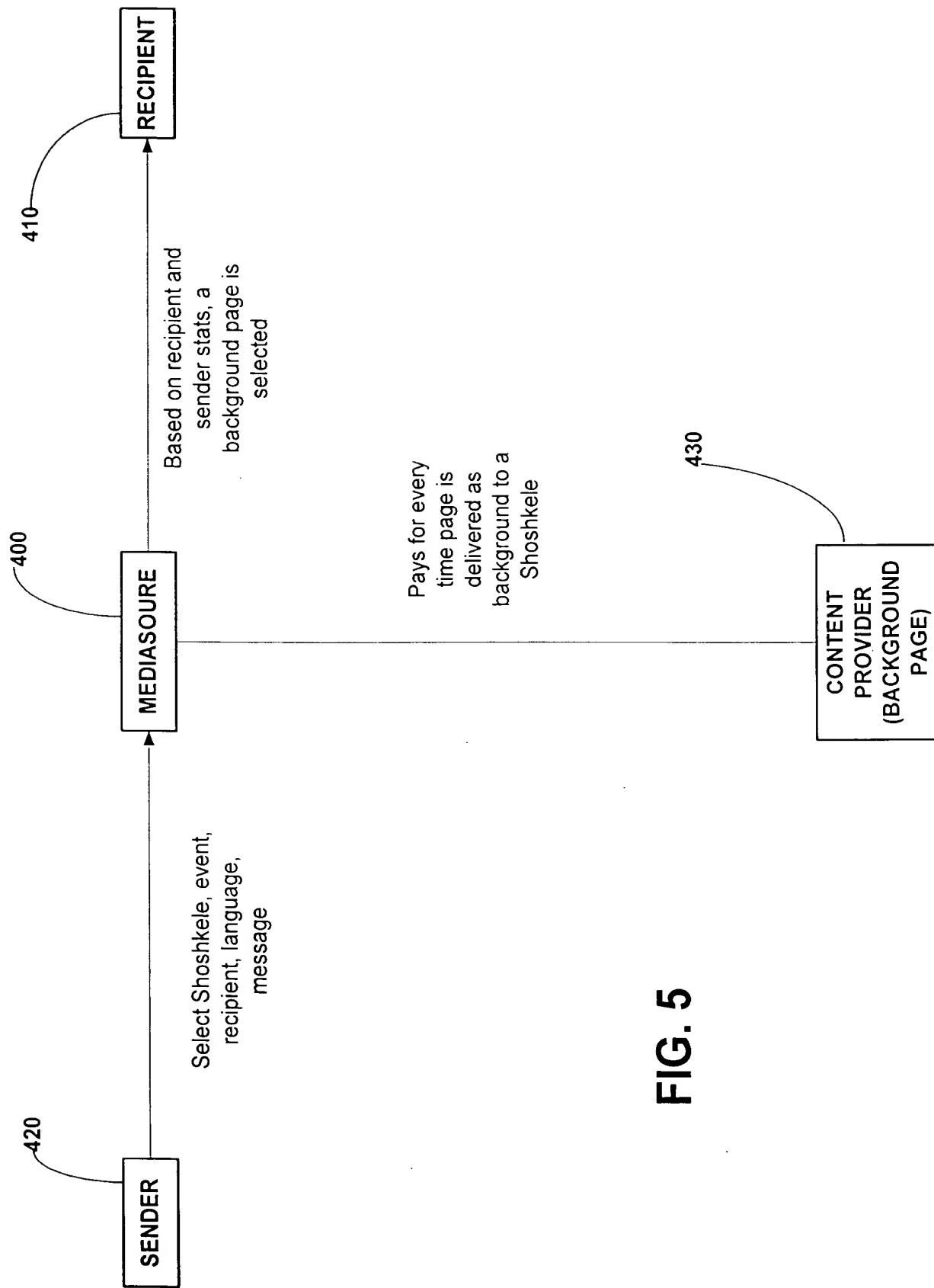


FIG. 5